

# THIS STRATHMORE STANDARD

VOL XXX—NO. 22—

Strathmore, Alberta, March 30th, 1939

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## PIANO AND VIOLIN RECITAL

Mrs. Alice May and Miss Edith Hiltz presented their piano and violin in a very delightful and successful recital in Hiltz's Theatre on Tuesday evening.

The numbers on piano and violin were interspersed making a very pleasing variety.

The young people acquitted themselves with very great credit to themselves and their teachers.

It was Miss Hiltz's first recital and she is to be warmly congratulated, on the fifth her pupils have attained in so brief a time of instruction.

Mrs. May's pupils also showed the painstaking care she had given, while all played well, some of the numbers were exquisitely rendered.

A piano and violin duo by the two teachers was a delight to music lovers.

A. D. Shrimpton made an efficient chairman.

At the conclusion Mrs. May graciously thanked all who had contributed to the success of the recital.

Following is the programme:

Violin solo—Duo Paragarden, Melody from Sixth Sonata, by Mozart.

Piano solo—Frances Jones, Suite.

Violin solo—Peggy Bogstie, Cradle Song, by Weber.

Piano Duo—Frances Jones, Iola Cleve, Gus Maddux, Kristin, Ellen Werling.

Violin solo—John Boyd.

Piano solo—Glen Gilbert.

Violin Trio—Dick Winkler, Billy McIntyre, John Boyd.

Piano solo—Iola Cleve.

Violin solo—Eileen Werling.

Violin solo—Jimmy Cunningham.

Violin solo—Florence McLean.

Violin solo—Billy McIntyre.

Piano solo—Edith Hiltz.

Violin and Piano—Edith Hiltz and Alice May.

Piano Duo—Iola Cleve, Frances Jones.

Violin solo—Gordon House.

Piano solo—Ellen Werling.

Violin solo—Dick Winkler.

Piano solo—Duo McIntyre, Kristin, Ellen Werling.

Violin solo—Bill Chase.

Piano Duo—Iola, Frances Jones, Eileen Werling, Florence McLean.

God Save The King.

## Canadian Legion

### Elect Officers

The Annual election of officers of the Canadian Legion, delayed owing to adverse weather and road conditions, took place at a well attended meeting on Tuesday last. The following are the officers for the ensuing year—President, J. B. Watson; First Vice President, John Sharp; Second Vice President, G. A. MacLean; Secretary, Treasurer, W. S. Peterson; Executive Committee—J. Swanson, H. McInnes, and J. S. Gunn; Entertainment Committee—H. E. Gray, W. I. MacKenzie, W. T. W. Gray, J. Spillman and J. W. Robinson. Sick Committee—H. S. Crowther.

Curtis, D. S. Brook and J. Sharp.

Occasion was taken to fill in registration cards to line the route for the Royal Visit to Calgary. The secretary will be pleased to supply cards to any other executive men who wish to assist. It is the intention for the Members to go as a body. Appreciation was expressed for the gift from the Dominion Government of a splendid coloured engraved picture of the painting by Captain John C. Dewar of "The Vimy Memorial."

It is hoped to have this framed and on view for the Vimy Scroll in April to hold the second week in April.

Most sidewalks became impassable last week when the weather finally warmed up. The snow melted quickly and the ground thawed out. Coughers are out, a few ducks have gone north, farmers are getting ready to go out on the land and the grasshoppers will soon be here.

Five school districts adjoining Irri-cana, Herbert Spencer, Craigburg, Scotia, Keoma and Kathryn are planning to hold a Dramatic Festival in Irri-cana on April 5th. Mr. Sharp of Acme will be the adjudicator.

Mr. C. W. Lester who has been taking treatment at Banff Sulphur Springs for rheumatism is expected home next week greatly improved.

Next week, New Chicks, New Calves and New Cows, starting at 5 a.m. Easter eggs—Easter Hats and Bells—Bills.

O. H. CHRISTENSEN  
The plant butcher for Strathmore's new Cold Storage Locker plant will be Mr. O. H. Christensen, a resident of Strathmore who formerly operated his own meat market here, and is well known in this district.

## Local News Items

In the United Church next Sunday morning there will be a special children's service of song. At the evening worship, Miss Hiltz will interpret for us the meaning of the Sacrament by means of her violin.

Miss Ila Anderson who underwent an operation in Holy Cross Hospital Thursday last is convalescing as well as possible though still quite weak.

Mrs. Hiltz received word this week of the quite serious illness of her father Dr. Dickson in Saskatoon, N. B.

Mr. Marsh is visiting at the coast.

Mrs. Cramer of Chetleville who underwent a major operation in the General Hospital recently is recovering, but not yet very strong.

Mrs. Dowley of Calgary, was a business visitor to Strathmore this week in connection with the Western Canada Refrigeration Ltd.

Mrs. Hector McGregor, Jr. is in Winnipeg, owing to the illness of her father, Mr. Johnston.

Mr. and Mrs. Norman Thomson, of Calgary spent the week end with Mr. and Mrs. Fred Bess.

The Ladies Aid meet Thursday, April 6th at the home of Mrs. N. White.

Mrs. Julian and son Billy returned Tuesday to their home after having been in the past few months in Dallas, Texas.

Saturday, April 1st. All Fool's Day be wary.

GRAY SEEKS LABEL ACTION ON ABERNATHY AND MANNING

Edmonton—Attempts to start an action for \$15,000 damages were made at the court house here Wednesday by E. L. Gray, Alberta Liberal leader, against Premier Abernathy of Alberta and Hon. R. C. Manning, provincial secretary, as result of statements made regarding the Eastern Irrigation District, created at Brooks, Alta.

Mr. Gray did not succeed in starting his action Wednesday, but expected to launch it Thursday.

Mr. Gray's counsel, George B. O'Connor, left the statement of claim with the clerk of the court, who will decide Thursday on its acceptance after considering whether the statement is proper and acceptable under the Judicature Act.

MRS. RICHARD GUEST OF W. M. S.

Mrs. Richard, President of the Women's Missionary Society of Alberta for three years, during which time she visited all of the Mission Fields of the Province, was a most interesting speaker at a Thank Offering meeting held at Mrs. Neils White's home Sunday afternoon.

Giving her hearers a very vivid word picture of places visited particularly in the North, Mrs. Richard told of the extreme need, and the benefit resulting from the establishing of Board Schools and Hospitals. She travelled 60 miles by truck to the furthest outpost. The field is large and its attainable benefit will result in the growing generation.

Regular routine business was conducted.

Teachers' salary schedule came up for discussion but any action was deferred until next meeting.

Surveys are to be made of the different school buildings to see what repairs will be required this year, which is hoped to have completed during the summer holidays.

A slight error occurred in last week's paper I read, Mr. John Davis had returned home. It should have read, Mrs. John Davis returned home. John is still in hospital. We hope to see him home in the very near future.

Mrs. Margaret Lytle spent Tuesday in Calgary.

Mr. H. G. Smith returned home Friday after spending several days in Edmonton.

Mr. and Mrs. A. Melnychuk spent Saturday afternoon in Calgary.

Mr. and Mrs. W. Cain were Calgary visitors last week.

Mr. Robert Whyte, spent Tuesday last in Calgary.

There is no snow left and the frost is fast coming out of the ground. Several new tractors will be seen very shortly making short work of the once long operations of putting the seed in with good old dobbie.

## WEEK OF SPECIAL SERVICES

You are invited to attend the religious services in St. Michael's and the United Church during the week just before Easter Sunday. The following is a list of dates, subjects, speakers and places.

Monday, April 2nd, at 8 p.m. Subject—"Our Cross and the Purpose of Life." Speaker—Rev. V. M. Gilbert. Place—St. Michael's.

Tuesday, April 3rd, at 8 p.m. Subject—"Our Cross and the Purpose of Life." Speaker—Rev. Geo. W. Lang. Place—United Church.

Wednesday, April 4th, at 8 p.m. Subject—"Our Cross and the Purpose of Life." Speaker—Rev. V. M. Gilbert. Place—St. Michael's.

Thursday, April 5th, at 8 p.m. Subject—"Our Cross and the Purpose of Life." Speaker—Rev. Geo. W. Lang. Place—United Church.

Good Friday, April 7th, at 7:30 a.m. Subject—"The Seven Words from the Cross." Speaker—Rev. Geo. W. Lang and Rev. James McKelvey of Calgary.

IMPLEMENT PRICES

"There is apparently no great difference in the prices of farm machinery in North Dakota and Montana and those of Saskatchewan," Prof. E. A. Harby, Professor of Agricultural Engineering at the University of Saskatchewan, stated the Saskatchewan Legislative Committee Inquiry into farm implements, when he gave the results of his personal survey conducted at the request of the Committee.

The Committee was slightly stunned when Prof. Harby quoted some repair parts which were actually cheaper in Saskatchewan than across the border.

Questioned by counsel, R. T. Graham, K. C. the Massey-Harris Representative, Mr. St. Louis, Lee, general Sales Manager of the Company, stated that in no other country in which he had travelled were prices of farm machinery as cheap as they are here in North America.

It was brought out before the Committee that of every sales dollar for implements in this Province from 35 to forty cents remained in the Province to cover rents, taxes, salaries and wages, local freight and trucking, agents' commissions, etc.

QUEEN ELIZABETH'S NATIVE COUNTRY IS DESCRIBED IN TALK

A series of two talks describing the native country of Her Majesty the Queen Elizabeth II, were given by Mr. J. B. Watson, U.C.B. net works on Friday, March 21, and Friday, April 7, at the Hotel Grand Hotel, Montreal, who is well known to Calgary listeners for her previous talks on Lancashire. Her first talk will be mainly about St. Paul, Watfordshire and Hertfordshire, where Her Majesty was born. The second programme will be about the life of Queen Elizabeth as a girl at Glamis Castle, Scotland during the war.

Even the woodpecker over his success to the fact that he uses his head.

Ardenode

Mrs. Wanda Platt spent several days visiting with friends in Calgary last week.

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## FOUR POWER CONFERENCE?

Another four power conference, the United States, may be the world's answer to the spread of imperialism which has marched from the Munich four power conference in its month of the will close diplomatic conversation.

Light boots had swift, though greater boots draw water. Shakespear.

Keep bamboo furniture in good condition by going over it occasionally with Wilt equal parts of linseed oil and turpentine.

An easy way to polish windows is to rub them with a chamote dipped in a full strength or strong solution of rubbing alcohol.

You like your bronze ornaments clean and polished, rub them with a little furniture polish and wipe them clean with a dry cloth.

FLAT RATE—Small Brother—Hi! ha! I just saw you like this.

Sailor—Here. Keep still. Put this quarter in your pocket.

Small Brother—Here's 10 cents change, one price to sell, that's the way to do business.

SUNSHINE AND MUSIC A laugh is just like sunshine. It freshens all the day.

PAUL BUNYAN STORY

Down where I live, said the Texan, we grew a pumpkin so big that when we cut it my wife used one half for a cradle.

Well, smiled the man from Chicago, that's nothing. A few days ago right here, two fat grown policemen were found asleep on one heat.

SCHOOL ROOM HUMOR

Period notes are dresses all covered with dots.

Shakespeare lived in Windsor with his merry wives. He wrote tragedies, comedies, and errors.

The people of India are divided into castes and outcasts.

The natives of Martha's Vineyard live on fish and summer visitors.

EFFICIENCY EXPERT

The plans treasurer expected any minute, and William was preparing to take his lesson.

Did you wash your hands? Inquired mother.

Yes.

And your face?

Yes, Mother.

And did you wash behind your ears? On her side, I did, Mother.

Rockyford

With the one week's thaw almost every sign of snow has disappeared. The water in the creeks is rather high but there is very little left on the roads and all the bad spots are being drained. It is expected that it will be possible to travel without danger of being stuck. It is almost impossible to believe there could be such a change in the course of one week.

Funeral services for the late Mr. Daniel S. Horvick who passed away on Monday, March 20th, were conducted from the United Church on Thursday afternoon at 2 p.m. Rev. F. A. Chapman officiating with Jacques Funeral Home of Calgary in charge of arrangements. Interment took place in the Rockyford cemetery. The late Mr. Horvick was one of the old timers of the district having come into the community as being settled in 1910. He married north of Rockyford until 1920, when he rented his farm, and moved to Town to live. He was married again in 1922. He leaves to mourn the loss, his wife Lillian and one son, Simon, of Rockyford. He was preceded by his daughter Ruth (Mrs. C. Kirby of Redlands). There are two grand children. The large attendance at the church for the funeral, even with such bad roads, and the quantities of flowers, show to a small extent the esteem in which Mr. Horvick was held by his many friends. The Pall Bearers were Mr. H. Dunsmore, Mr. S. Roppel, Mr. T. Birt, Mr. Walker, Mr. Braulwin and Mr. Marlam.

Mr. and Mrs. Peterson are receiving congratulations on the birth of a son, in Calgary on Saturday, March 18th. Both mother and son are doing nicely.

The Rockyford Ladies Bridge Club met at the home of Mrs. Ed McLean on Wednesday of last week with two tables in play. Mrs. McLean had the honor of counting the highest score for the evening. At the midnight hour she served a delightful lunch.

Mrs. J. W. Kenworthy has been quite ill with the flu for the past week. The latest reports are that she is recovering now though slowly.

The Ladies of Sacred Heart Church are having a tea and sale of old clothes on Saturday, April 8th in the Sample room of the King Edward Hotel. Everybody welcome.

COMING EVENTS

April 5, 6, 7, in Calgary, Canada's largest bull sale.

April 5-8, Horse Show, Victoria Area. Entries for Pat Cattle Show close March 22.

EASTER SPECIALS—In Permanente, Tonic Oil Permanent, regular \$5.00 for \$2.95; Tonic Oil Permanent for students, under 15 years, \$2.00. Commence March 27th to April 8th. Apply Fay's Beauty Parlor, Phone 6.

Hockey Club, Banquet, Concert and dance on Saturday, April 28th. Reserve the date, not a dull moment from 7 o'clock on.

Easter Dance—Monday, April 10th. First after Lent. Under auspices St. Michael's Guild. Poppy music by Len Davis' orchestra. Do not miss this dance, always a good time.

The Ladies of Sacred Heart Church are having a tea and sale of old clothes on Saturday, April 8th in the Sample room of the King Edward Hotel. Everybody welcome.

SCOTT'S SCRAP BOOK By R. J. SCOTT

AN AIRPLANE REALLY GOES PARTNER ON A GALLON OF GASOLINE. - DIFFERENTLY - A RECENT COAST-TO-COAST FLIGHT OF A SCOTT'S SCRAP BOOK PLANE 124 GALLONS, WHEREAS AN AUTOMOBILE OF THE SAME TYPE WOULD HAVE USED 165 GALLONS.

When this BIG GAS "SCOTT'S SCRAP BOOK" PLANE WAS TESTED, IT USED 124 GALLONS OF GASOLINE TO PERFORM THE LONGEST FLIGHT EVER MADE BY A SCRAP BOOK PLANE. PERFORMED BY HARRY RICHARDS OF KANSAS CITY, MO. ABOUT 1935.



### Boy's Black Zipper Pants

Good 8 oz. Weight, Size 12 to 16 at ... \$1.45  
MEN'S at ... \$1.75

New Lot of Spring Weight SWEATERS and SWEATER COATS Just Arrived.

Snappy SPRING HATS, the New "Checker" Styles in Shades of Green, Grey, Blue, Brown and Tan at ... \$1.95

Men's and Boys' SCOTTIES, also a new Line of Health Shoes, The Latest in SCAMPERS.

Full Line of RUBBERS and RUBBER BOOTS, WATSON GLOVES, HEAD-LIGHT and G.W.G. OVERALLS and PANTS.

## Thos. E. Wright

Men's Better Wear

1937 TERRAPLANE COACH  
1935 Ford 1-2 Ton Pickup.  
1930 Ford Coupe.  
2-14-ft. Bissel Discs — 3-Bottom Horse Plov  
20-Run Press Drill — 10 ft. Cultivator  
22-36 I. H. C. TRACTOR  
15-30 JOHN DEERE TRACTOR

### W. J. Weyers

JOHN DEERE Phone 12 DE LAVAL

### KING EDWARD HOTEL

WHERE EVERYONE FEELS AT HOME  
Phone No. 1. John Spiro, Manager

— DENTIST —

PHONE M4140 Residence S0067  
Calgary Office— 414 SOUTHAM BLDG.

### DR. D. C. HAWORTH

STEPHENS FLOOR PAINTS  
FLOOR VARNISHES

KYANIZE FLOOR ENAMELS

GROUND COLOR, GRAINING  
COMPOUNDS

GRAINING TOOLS

ALABASTINE AND ALATINT

SEE OUR NEW SAMPLES OF  
WALLPAPER

CERESAN NOW IN STOCK  
WE ALSO HAVE A CERESAN  
TREATER TO HIRE

## Strathmore Hardware

"The Store of Quality and Service"

M. A. RELLINGER. PHONE 54

### Pot Pourri

Life has loveliness to sell—  
All beautiful and splendid things,  
Blue waves whitened on a cliff,  
Climbing fire that aways and sings,  
And children's faces looking up  
Fostling wonder like a cup.

Life has loveliness to sell—  
Music like a curve of gold,  
Scent of pine trees in the rain,  
Eyes that love you, arms that hold,  
And for your spirit's still delight,  
Flay thoughts that star the night.

Spend all you have for loveliness,  
Buy it and never count the cost;  
For one white singing hour of peace  
Count many a year of strife well lost.  
And for a breath of ecstasy  
Give all you have been or could be.

"Barter", by Sara Teasdale.

### GET BUSY NOW GOPHER POISONING

The beginning of the season is the time to wage war on the gophers which are starting to pop out of their holes. One killed now is worth two down later on, and it is suggested that a good time to set out poison would be at the time of the next moon. It would catch them by the hundreds. It has been said that gophers actually did more harm to the district last year than the grasshoppers. At any rate they promise heavy destruction unless they are taken in hand at the start of the season. Buy your gopher poison at Arthur Lambert's Drug Store. A stitch in time.

— TRAIN SCHEDULE —

Strathmore—	9:05 p.m.
Going West	8:07 a.m.
Going East	8:07 a.m.
Calgary—	
Going West	6:39 a.m.
Going East	8:58 p.m.

## CANADIAN GARDEN SERVICE

### Variety—

Life may well be the spice of life but it is also the thing that makes gardening so interesting. Not even in landscape painting is there such a wealth of color at ones command. And gardening does not end with color.

There are varying lines impossible to describe, there are different textures, heights, seasons of blooming. In the tiniest plot one can have an enormous range. By adding a few stones and easing up on the hose, in one corner one may have a rock garden; by excavating a hole, lining with concrete or by merely sinking a creek, flush with the surface of the soil, lo, we have a lily pool.

In the average private vegetable garden one has about the most intensive form of agriculture it is possible to develop. The smaller the amount of space available the more intensive is or should be that production.

For instance in the large farm garden, where an acre or two may be used, then long rows are the rule with plenty of space for cultivation is between. In the city plot however, especially where there is water available cultivation is not so important but ground is. Therefore we plant in close rows, only a foot apart for little things like lettuce and beans, 18 inches for corn and tomatoes. We have two crops of certain things like radish in a single season, and we push growth quickly by fertilizer, carefully applied.

Vines—  
There is a mistaken notion that clinging vines will harm masonry. In England where houses and churches have been so covered for centuries such an opinion is ridiculous. On stone or brick or stucco walls, they will do no damage and their foliage keeps out oppressive heat in summer because the wall is always in the shade.

Nursery Stock—  
Shrubby, fruit trees, roses, and vines come under the general heading of nursery stock. Like seed it is im-

portant to secure such stock from a reputable source and one that is familiar and caters to Canadian conditions.

Good stock is pliable, green and shows plenty of live buds. Roots are moist and well wrapped to exclude the air. Such will grow readily when planted.

Brittle wood, wrinkled buds or none at all and exposed dry roots are an indication of inferior, usually cheap stock. If it grows at all it will take years to make a real showing.

Nursery stock should be planted as soon as the soil is fit to work and if purchased before this time or if inconvenient to plant, roots should be temporarily covered with moist earth or plants should be stored in cool dark cellar and roots kept moist.

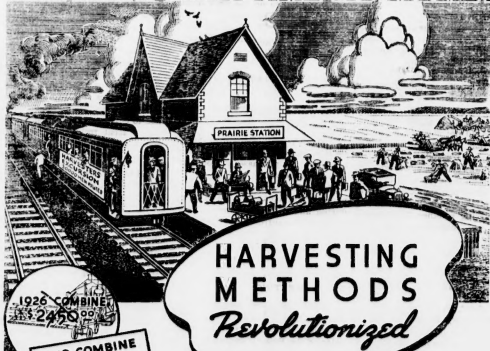


ONE WAY FARE  
FOR THE ROUND TRIP  
From All Points to the  
CALGARY SPRING STOCK SHOW  
Tickets on Sale April 2 to April 8  
Return Limit April 15th

ONE WAY FARE  
FOR THE ROUND TRIP  
From All Points to the  
EDMONTON SPRING STOCK  
SHOW  
Tickets on Sale April 9 to April 15  
Return Limit April 17th

SPECIAL TIME LIMITS FOR  
JUNKIES AND EXHIBITORS  
See Your Local Agent—  
— HUGHES MOTORS —  
GREYHOUND

## THE DAYS THAT ARE NO MORE!



A harvest of 324 million bushels of wheat, to say nothing of the increased volume of coarse grains, and all of it brought in and threshed in 1938 without the assistance of the enormous army of tens of thousands of harvest help from the East in the years not so long gone by.

Thus does the mode of our lives and the methods of our callings change, keeping pace with the progress being made in the scientific engineering and industrial realms.

The evolution of the Combine to the small, compact model now made available has revolutionized harvesting, making it an easily undertaken task for the regular help of the farm. Its production at a cost to the farmer of but one-third the price of the earlier, bigger models, is an evidence of the contribution made by the implement maker to help the farmer meet the problems with which he is confronted. The lower operating costs of this machine, and the reduction it enables to be made in the cost of harvesting, saving as it does up to 15¢ a bushel for complete harvesting, has meant, in a great many instances, a profit instead of a loss to the farmer.

Power of course is the basis of the great mechanistic progress of agriculture and the record of attainment in making more efficient, less costly, and lower operating cost models available is an achievement that cannot be beaten by any other industry. To-day's modern streamlined, high efficiency tractors make earlier models look like pre-historic monstrosities and sell for about one-half the price, costing less than half to operate.

Massey-Harris is pleased to have taken a leading part in developing machines which are destined to play so important a part in making agriculture profitable.

The advent of the combine and now the greater regularity of the small combine has meant a striking decrease in the output of harvesters which results show marked the impact of their volume in the years just previous to the war, both in Canada and the United States; production in the United States dropping from 215,000 in 1914 to 31,289 in 1937, thus losing the benefits of mass production gained in the years when the volume kept mounting.

Apart from the tremendously improved product offered in the past few years, which has meant a small war in the industry, increased price over pre-war years, the fact of the greatly decreased volume now manufactured in the United States is to be the creation of values offered by the implement industry.

## MASSEY-HARRIS COMPANY LIMITED

BURDERS OF IMPLEMENTS THAT MAKE FARMING MORE PROFITABLE

## USED TRACTORS

1936 W40 McCORMICK DEERING  
ONE TWIN CITY 17-28  
ONE MINNEAPOLIS 17-30  
ONE ALLIS CHALMERS 20-35  
ONE McCORMICK-DEERING 15-30  
ONE HART PARR 18-36

## USED MACHINERY

5 BOTTOM TRACTOR PLOW  
4 BOTTOM TRACTOR PLOW  
3 BOTTOM TRACTOR PLOW  
28-Run Double Disc Massey-Harris Drill  
22-Run Single Disc Massey-Harris Drill  
20-Run Single Disc Van Brunt Drill  
20-Run Single Disc I. H. C. Drill  
14-FOOT BISSEL DISC  
10 SECTIONS LEVER HARROWS  
10 FOOT I. H. C. STIFF TOOTH  
CULTIVATOR  
FERTILIZER ATTACHMENT FOR  
24-Run DRILL



# HUGHES

## MOTORS

STRATHMORE, ALTA.

### COAL FROM CONSUMER'S MINE

Delivered per Ton at ... \$4.25

TRUCKING OF ALL KINDS

Cream Route Tuesday and Friday

Phone 5— NORMAN TAYLOR

### INSURANCE—OF ALL KINDS

LIFE — FIRE — AUTOMOBILE

LOCAL AGENT FOR THE SUN LIFE

INSURANCE CO. OF CANADA

And Canadian Westinghouse

L. C. VAN TIGHEM

PHONE 21 STRATHMORE

# BEER

is  
best!

## STAY WITH ALBERTA BEER

"Beers that are BEST"

This Advertisement is Not Inserted by the Alberta Liquor Control Board or by the Government of the Province of Alberta.

# MIRACLE COMES TO THE KITCHEN

**Garden-fresh Foods Will Now Be Available The Year Round For Homes In The Strathmore District.**  
**MEAL PLANNING AND PREPARATION MADE EASY WITH MODERN FOODS.**

A TIME HONORED AND NATURAL METHOD OF FOOD PRESERVATION IS NOW BEING SCIENTIFICALLY APPLIED TO MANY OF OUR CHOICEST FOODS, WITH THE RESULT THAT IN THE FROZEN FORM, THESE FOODS MAY BE STORED DIRECT FROM YOUR OWN GARDEN IN THE NEW STRATHMORE COLD STORAGE LOCKER PLANT AND WITHDRAWN AT ANY TIME OF THE YEAR IN AS ACCEPTABLE A FORM AS WHEN PLACED IN THE LOCKER PLANT.

A quality of food superior in color, texture and eating qualities to any preserved foodstuffs hitherto offered has now become available—foodstuffs which eliminate all waste, and which can be prepared with a minimum of effort and time.

Furthermore, it is an accepted fact that frozen foods (properly frozen) remain good indefinitely. No shrinkage loss is realized on food stored in a cold storage locker plant when properly handled.

## EXPLAINING THE MIRACLE

Every housewife looks forward to the summer days which will bring her vegetables from her own garden. Fresh peas, beans, asparagus, cauliflower, corn, etc. When there is a Cold Storage Locker Plant available the surplus garden produce can be picked at its flavor peak, cleaned and put into cellophane or wax lined cartons, sharp frozen and then stored in the customers individual locker until required. Purely fresh the year round. Full flavor with original freshness sealed in by the miracle of sharp freezing. All the vitamins are caught in mid-air and held for you, field, not for hours or days—but always. Time stands still. No flavor can escape, no freshness seeps out. You get them as fresh in January as in July—Purely fresh the year round. The miracle of this service is available to you through your locker and the new Strathmore Cold Storage Locker Plant.

## BETTER FOODS AT LOWER COST

WHETHER you eat to live or live to eat, you'll get a lot more pleasure out of life by patronizing a cold storage locker plant. Pick or buy your vegetables and fruits at the peak of the season . . . when they are most delicious, most plentiful, and therefore least expensive. Place them in your cold storage locker and forget about them until the season is over and the surplus is gone or greatly reduced and much higher priced. Then let your cold storage locker provide garden-fresh vegetables and orchard-fresh fruit until next year's season rolls around. Think now you'll relish roasting ears at Christmas, fresh (not canned) beans at Easter, and luscious ripe peaches during the spring time! Fish, fowl and meats remain equally fresh in cold storage lockers.

Cold storage lockers benefit the whole family. Dad saves on an average, \$100 a year in food bills. Mother escapes long, tiresome hours over a hot stove during the canning season, and the disappointment of losing some of the lot through spoilage after all her efforts. The entire family gets a lot more pleasure out of every meal the year round.

You'll be dollars ahead . . . and much better fed . . . by using modern cold storage lockers.

## THE MODERN COLD STORAGE LOCKER PLANT PROVIDES THE LATEST SCIENTIFIC METHODS FOR PRESERVING FOODS

The amazing growth of the public cold storage locker system in the United States in the last few years can be explained only by the fact that it has fulfilled a definite public need. It has demonstrated its positive economic value in every community that it serves. Basically, the modern cold storage plant offers facilities for handling and insuring the preservation of meats, fruits and vegetables over an extended period. Here, in individual lockers, readily accessible, families may store fresh food that will retain its original goodness until used. The flavor of many foods is actually enhanced by quick freezing. Vitamin content is retained. Meat is made 20 per cent more tender and loses nearly 80 per cent of the bacteria that is present shortly after slaughtering. Housewives need no longer be faced with the yearly drudgery of canning vegetables and meat. With the use of the Cold Storage Lockers fresh fruit, vegetables and meat can be enjoyed the year round by everyone. Of even greater importance is the fact that this is accomplished at a substantial saving, for it has been reliably estimated by many authorities that the average locker renter saves approximately \$100.00 yearly in food bills.

Two considerations determine the design of the modern Cold Storage Locker Plant, maximum convenience for patrons and the greatest possible economy of plant operations. Patrons can drive right up to the door and lockers are readily accessible. Meat is first hung in the chill room at 33 degrees to make processing possible. After chilling, aging, processing and wrapping in special parchment paper, it is sent to the sharp freezer, where quick freezing at approximately 20 degrees below zero retains all the flavor and vitamins. The last trip is to the locker room where a steady temperature of approximately zero is maintained. It is here that each customer has his own private locker and key, with access to the locker room at any time during operating plant hours.

## The Sharp Freeze Room



AFTER BEING PROCESSED AND WRAPPED, THE PACKAGED MEAT IS DELIVERED TO THE SHARP FREEZE ROOM WHERE A TEMPERATURE OF APPROXIMATELY 20 DEGREES BELOW ZERO IS MAINTAINED BY USING SHELF AND OVERHEAD COILS. HERE, ALSO, FRUIT, VEGETABLES, FISH, POULTRY, WILD GAME AND EVERYTHING THAT IS TO GO INTO LOCKER STORAGE, IS QUICK FROZEN.

## HOW TO SELECT FOODS FOR LOCKER STORAGE

FOR best results, select well fattened, high quality meat and poultry, also fruits and vegetables that are in prime condition for immediate consumption (neither underripe nor overripe).

In every instance, vegetables and fruits for locker storage should be selected at the peak of the season, when they are more delicious, most plentiful, and less expensive.

By checking on your requirements for different periods when a certain food item will be out of season, you can secure an adequate supply at a small investment. In the course of the year, as the seasons change, you will use up certain foods in your locker which will make room for the incoming items (then in season) so that with a little study, you can keep your locker full the year round and yet not overwork it.

The calendar below is not adaptable to every part of the country because of differences in seasons, but will serve as a basis for making your own schedule for stocking your locker throughout the year.

### — SUGGESTED CALENDAR FOR FILLING YOUR LOCKER —

JANUARY	FEBRUARY	MARCH
Beef Pork Wild Game	Beef Pork Wild Game	Beef Pork Wild Game Sea Foods
APRIL	MAY	JUNE
Sea Foods	Peas Asparagus Strawberries Other Early Fruits and Vegetables	Early Fruits and Vegetables
JULY	AUGUST	SEPTEMBER
Sweet Corn Snap Beans Lima Beans Cherries Raspberries Grapes Watermelons	Blackberries Other Mid-summer Fruits and Vegetables Chickens	Peaches Apricots Other Late Fruits
OCTOBER	NOVEMBER	DECEMBER
Peaches Apricots Apples Other Late Fruits	Pork Lamb Beef, Etc.	Lamb Pork Beef, Etc.

Wild Game, Birds and Fish in Season

**Modern Cold Storage Locker Plants**  
**Designed, Engineered, Equipped By**  
**Western Canada Refrigeration Limited.**

1217 2nd Street East,  
 Calgary, Alberta.

## AFTER 2250 YEARS the Modern Cold Storage Locker

THE history of refrigeration by one means or another as applied to cooling and preserving perishable products dates back to 250 B. C. when the Egyptians cooled wines and beverages by placing them in shallow porous earthenware crocks, allowing the resulting evaporation to cool the contents. Nero had slaves to carry stone from mountain tops to cool wine for his soldiers, while caves, springs and wells served later generations as a means of refrigeration.

These earlier types of refrigeration, however, were used merely to render food stuffs and liquids more palatable. For actually preserving food stuffs, salt and spices were employed. In fact, it was in an attempt to find a shorter route to India (the main source of spices) that Columbus discovered America.

Arriving in America, he found the Indians with an abundant supply of food the year round . . . fish, fowl and animals of various kinds. The Indians killed game as they needed it and devoured it raw.

As the early white settlers spread civilization through out North America, they devised new methods of preserving perishable food stuffs, such as the drying and smoking processes for meats and vegetables.

Later on, as settlements became more numerous and the demand for food became greater, the once abundant supply of wild animals became scarce. The cultivation of land for raising domestic food stuffs such as corn, potatoes, beans, etc., also made necessary some means of preserving perishable foods between growing seasons. To meet this need, many communities constructed deep caves where large quantities of various foods could be stored . . . the meats being dry cured or smoked.

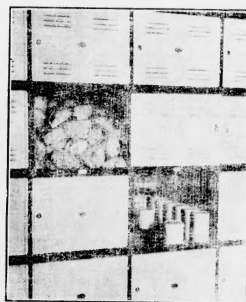
Then came the processes of pickling and canning meats, fruits and vegetables which all housewives dreamed, not altogether because of the work involved, but because of the loss of spoilage due partly to faulty containers and improper apparatus for processing the different foods. Canned food also became very monotonous as a steady diet. Efforts to find a better method of food preservation resulted in the development of the cold-packing process. All these various methods answered the purpose during their time but all failed to preserve the delicious flavor of fresh foods.

With the introduction of the modern cold storage locker system, the age-old food problem has been solved. Fresh frozen foods are available to the consumer the year round at actual cost of production, preparation and storage. At the same time, this new process eliminates the possibility of losses through spoilage and also the drudgery and expense of canning, including long hours over a hot stove for the housewife.

In ordinary freezing, large ice crystals are formed which break down the cell structure of meats, fruits and vegetables, with a consequent loss of flavor and firmness of texture, whereas in quick freezing, the temperature is reduced so quickly that these large ice crystals are eliminated.

As a result, fresh meats, vegetables and fruits retain their original cell structure, natural flavor and vitamin content. In fact, in many instances, the flavor and texture are improved. Most especially, tastes better and is more tender after sharp freezing than before.

## THE LOCKER ROOM



The Modern Locker keeps your food products as safely as the Safe Deposit Box keeps your valuables. Only your key will unlock your Locker.

With a Modern Cold Storage Locker, you are able to buy when prices are lowest and store for use when needed. Sweet corn, June peas, strawberries and short season fresh foods . . . think of having them available for fall, winter or spring, with all their original flavor and goodness.

## Delicious Sea Foods

With locker plant facilities, patrons will be able to enjoy many sea-foods "ocean-fresh", sea foods which have been processed and quick frozen within a few minutes of being removed from the water.

Prairie customers will be able to enjoy sea food from both the Pacific and the Atlantic including such delicacies as oysters, lobster, shrimps, scallops and among other things, for your Sunday dinner, how about a nice SWORDFISH STEAK. A never ending variety of new dishes will be made available to you as a locker plant patron.

## The Chill Room

FRESH MEAT IS HUNG IN THE CHILL ROOM WHERE A TEMPERATURE OF ABOUT 33 DEGREES IS MAINTAINED. HERE IT REMAINS UNTIL ALL BODY HEAT HAS BEEN REMOVED AND THEN REMOVED TO THE "AGEING" ROOM.

WITH A LOCKER PLANT, FARMERS AND TOWN DWELLERS ALIKE MAY ENJOY THE FINEST OF FRESH MEATS, VEGETABLES AND FRUITS THE YEAR 'ROUND AT VERY SUBSTANTIAL SAVINGS IN FOOD COSTS.

COLD WEATHER BUTCHERING IS NO LONGER NECESSARY ON THE FARM, NOR IS IT NECESSARY TO GO THROUGH THE SUMMER ON CANNED OR CURED MEATS.

## EXOTIC FOODS AVAILABLE THROUGH LOCKER PLANT

### SHARP FROZEN FOODS FROM MANY PLACES

The facilities of the Cold Storage Locker Plant will bring plant customers sharp frozen foods from many foreign lands and far places.

Many delicacies of the tropics will be available to the consumers in the temperate zone, delicacies which were only known through printed or oral descriptions in the past.

From India and the Far East will come the Papaya, a fruit which has come to occupy a prominent position among many tropical countries. The average size of the fruit is 8 inches long and 5 to 7 inches in diameter.

The following recipes give a few ways in which Papaya can be used.

### PAPAYA PIE—

2 eggs, 1 cup papaya pulp, 1-2 cup butter, 1 cup sugar, juice of 1-2 lemons. Make bottom pie crust and bake. Cream, butter and sugar. Add beaten eggs, lemon juice and Papaya. Pour into pie crust and bake. Make a meringue of whites of eggs and 2 table spoons sugar. Place on pie and brown in oven.

### PAPAYA SALAD—

Cut papaya in cubes and add 8 small China onions and 5 pieces green celery chopped fine. Serve with boiled dressing.

### CHINA ORANGE AND PAPAYA MARMALADE—

To 5 cups papaya cut in small pieces add 1-2 cup China Orange Juice. Boil 15 minutes and add one half as much sugar as pulp. Boil again for 15 or 20 minutes.





# **— YOUR — OPPORTUNITY**

To Speed The INSTALLATION  
of a Cold Storage Locker Plant  
In Strathmore

THE INSTALLATION  
OF STRATHMORE'S PLANT

Will be Proceeded With as Soon as the Required Minimum Number of Customers  
Are Obtained.

## **Sign for your Locker now!!**

AND ENJOY ITS MANY ADVANTAGES AT AN EARLY DATE

Phone Mr. Stonehouse, Our Representative  
Now at the King Edward Hotel, Strathmore

Or Write Direct to

**Western Canada Refrigeration, LTD.**  
**CALGARY, Alberta**

**FRESH AND SMOKED MEATS**  
 Beef — Pork — Veal — Mutton  
**FRESH FISH EVERY WEEK**  
**TEDDY'S TRIPS AND PORK PIES**  
 Fresh Every Thursday  
**GEORGE SNAITH**  
 PHONE 43 STRATHMORE

— COAL — — COAL —  
**STANDARD COAL, delivered, ton ... \$4.25**  
**CONSUMER'S COAL, delivered, ton \$4.25**  
 PROMPT SERVICE GIVEN  
**JOHN KEELING—Phone 72, Strathmore**

For The Best In—  
 Beef, Pork, Lamb, Veal, Fish and Poultry,  
 —At Lowest Prices—  
**Roberts Meat Market**  
 PHONE 25 STRATHMORE

#### REPORTS PUBLISHERS AS BEING OPTIMISTIC

H. T. Halliwell, publisher of the Coleman Journal, enroute home after attending an executive meeting of the Canadian Weekly Newspaper Association at Ottawa, states that there was a feeling of optimism among the newspapermen in attendance. Mr. Halliwell is a past president of the Alberta Division of the Canadian Weekly Newspaper Association and vice president of the national body. The annual convention will be held at Niagara Falls.

Ottario, in July with a side trip to the New York World's Fair.

#### NEW GRASSHOPPER POISON

A new poison is going to be introduced for the benefit (?) of the "hoppers" this year. It is known as aldicarb and 100 tons are being imported from Europe. This is said to be enough to poison every insect on the southern Alberta range. The poison will be mixed with sawdust and if a "hopper" takes even a teeny nibble he is on his way to the "Hopper Happy Hunting grounds."

## STRATHMORE STANDARD

PUBLISHED EVERY THURSDAY  
 Office Phone 117 A. M. MOORE, Publisher Res. Phone 94  
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 OUTSIDE CANADA \$2.50 PER YEAR  
 ALL SUBSCRIPTIONS PAYABLE IN ADVANCE  
 Member of the Canadian Weekly Newspaper Association

#### AN ASSET TO CANADA

A Dominion of Canada without the prairie provinces would be an economic anomaly. Before confederation Canada was four separate and feebly provinces with colonial status. The opening of the west meant the setting up of a great hinterland to furnish a source of trade for the lower great lakes region and the St. Lawrence valley.

These facts seem to have been forgotten or overlooked by eastern Canadians in recent years when the plight of the west has been so abject. That substantial aid has been, and is, required. Without a west there would be no Canada today. Without a west the east would have no substantial markets for its industrial production. Without a west the extensive Canadian participation in world trade would be impossible. The nation needs the west.

At present a movement is under way to acquiesce the east with the problems of the west. The Bracken committee is working industriously towards that end and a farmer of this district J. K. Sutherland is in the maritime provinces on a speaking tour.

Other speakers are circulating through the east. This is a constructive move and a timely one, indeed.

There must be closer relations between the east and west if the country is going to become an united and a great nation. There must be a better appreciation of the responsibilities of all parts of Canada. We do not want to perpetuate discontent in any section of the dominion nor to permit any one province to obtain excessive treatment.

While there are many serious problems in the country's national life

the most outstanding is the tendency towards disunity. With united and co-operative effort Canada can achieve a wonderful destiny, and all her economic troubles can be overcome. With discontent and disunity rampant the country will be following a path which leads to disintegration.

—Hanna Herald.

**WHEAT PEGGED AT 60¢ WHICH MEANS 40¢ FOR ALBERTA FARMERS**

"Who if his son ask bread will he give him a stone?"  
 What of the sympathetic hearing given to the Delegation to the Federal Government?  
 Farmers cannot raise wheat and sell it at this price.

From whence are the taxes to be raised to pay for these ever increasing defence measures, and the salaries of special commissioners?  
 It is a tragic conclusion, and were it not so serious, it would be to laugh.

**FLAX—THERE IS A MARKET FOR FLAX**

Imports of Flaxseed into Canada have been running at an annual rate of 100,000 bushels annually for some years but imports last year were higher than for any other year in the history of the Dominion.

Here in the greatest grain growing area in the world we do not seem able to supply our own needs for our great plant industry.

The money that is paid to foreign producers of the flax that we import going into the pockets of our western

farmers. Make up your mind to grow flax this year and cash in on the return from this profitable and evergreen market.

#### REFRIGERATION PLANT BOON TO TOWNSPEOPLE AND FARMERS

Strathmore is fortunate in being chosen as centre for a Western Canada Refrigeration Plant. By this modern method produce may be purchased in large quantities and stored in your locker and kept as fresh as the day it was put in. Dollars will be saved and fresh fruits possible the year round. This is one feature. Another is the purchase of the two buildings on Main Street, which will be henceforth a hive of industry. It will in various ways bring more business to Strathmore, which will help in the general prosperity.

Farmers will be able to dress at their leisure, chickens, turkeys, etc., place in their locker, and have ready for use when a busy season is on. These and many more are the advantages.

Read carefully the full page giving details and benefits of this modern equipment.

**RADIO OPINIONS**  
 AND NEWS, Frank H. Fleming  
 PUBLICITY DEPARTMENT CPAC

#### GUEST ARTISTS—

A number of new voices have been heard from CPAC studios recently. The first was Herman Hildy, who hails from Edmonton and who really turns in a fine job in vocalizing popular selections. In addition, Herman is an excellent dancer and "brought down the house" in a recent appearance on the stage of a local theatre. Another newcomer to the CPAC microphone is "Toots" Lang, who has just recently been placed on "Good Morning Neighbor."

#### HIDDEN TALENT—

While we're speaking of talent, we cannot let this opportunity go by without adding a word of praise to the many contestants who have appeared on the CPAC Southern Alberta Amateur Contest, being conducted from various towns in the part of the province. The types of artistic ability are numerous, and we know if you've listened to any of the amateur broadcasts you'll agree that many show definitely the promise of "stars in the making." At this point it occurs to us to be very pleased about the fact that we will not be doing any of the judging ourselves, particularly in the finale.

#### A SIGH OF RELIEF—

At last it's over! No more will the girls in the CPAC continuity department find themselves overwhelmed with requests for spoons, living in an ever increasing heap of discarded spoons, counting nickels, dimes, dollars and money orders. The offer is closed, and the sigh of relief from the girls to whom the spoon has been heard down to the other end of the hall. Incidentally, they have asked me to remind you that it takes approximately two weeks from the receipt of receipts of orders to the time the spoons are delivered. So if you don't get yours by return mail, please don't be discouraged, and remember that requests have poured in by the thousands to every independent radio station in Canada, so it takes some time to handle this large volume of mail.

#### WILD HORSES MAKE CELLO

MELLOW—  
 Hair from wild Siberian horses make best bow strings, says Joseph Schuster, first cellist of New York Philharmonic-Symphony Orchestra on this Sunday afternoon. Schuster knows, for he has been collecting bows and fiddlesticks as a hobby for 20 years. France and Italy are his favorite sources. "France is to be loved, but Italy is to be mangled," says Schuster. "My favorites are Pecan, but Paris and Milan are the true bow makers, too." Bows are cut from special cane in hardest part of wood. Difference between them is balance.

#### THE WORLD'S GOOD NEWS

will come to your home every day through  
**THE CHRISTIAN SCIENCE MONITOR**

An International Daily Newspaper  
 It is created for you the world's best constructive design. The Monitor does not espouse either of religion; neither does it ignore them. But it does not dwell on either. It dwells on the best of the world, including the World Magazine section.

For more information, write to: The Christian Science Monitor, 200 North Washington Street, Boston, Massachusetts.  
 I am interested in your publication. Please send me a sample copy of the Monitor. I am interested in your publication. Please send me a sample copy of the Monitor.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 Telephone \_\_\_\_\_

Simple Clippings on Request

#### Pre-Easter Specials :-:

Sockeye SALMON, Clover Leaf 1's tin 38c  
 Sockeye SALMON, Horseshoe, 1 2's 20c  
 Red Spring SALMON, 1 2's per tin 15c  
 Clover Leaf Fancy Pink Salmon, 1's tin 15c  
 B. C. Fancy Pink Salmon, 1's, 2 for 25c  
 Fancy Pink Salmon, 1 2's, 2 for 15c  
 Clover Leaf Clam Broth, large, 2 for 25c  
 HERRING & TOMATO SAUCE 10c  
 CHICKEN HADDIE 15c  
 LARGE LOBSTER, 33c tin; 2 for 65c  
 SMALL LOBSTER, 2 for 35c  
 FRIAR CRABMEAT 1b1-2's, 2 for 55c  
 Birk's Breast TUNA, 1 2's, 2 for 35c  
 VICTOR SHRIMPS, 2 for 35c

2 lbs KRAFT CHEESE 53c  
 2 lbs SKIM MILK CHEESE 45c  
 2 lbs BABY STILTONS 45c  
 Fancy Alberta Cheese, 20c lb; 3 lbs 55c  
 Fancy Sept. Fully Matured Cheese, 1 lb 25c

BAKER'S CHOCOLATE, 1 lb 25c  
 BAKER'S COCOA, 1 lb 25c

#### TEA & COFFEE

**Nash's**  
 TODAY'S BEST TEA VALUE  
**TEA 55¢**

#### BIG SPECIAL GARDEN SEED OFFER

30c Value for 10c  
 with purchase of 1 lb N.A. G.H. COFFEE  
 1 lb N.A. G.H. COFFEE

## STRATHMORE TRADING COMPANY

A. D. SHRIMPTON, MGR.  
 STRATHMORE ALBERTA

#### THE WORLD OF WHEAT

By H. L. C. Strange  
 Director "Crop Testing Plant"

There has never been, I suppose, in the whole history of Western agriculture, a time when there were so many wheat varieties available to the farmer.

This very abundance of good things may, however, bring difficulties; for many farmers are experimenting by growing a number of these varieties. Such experimenting, I suggest, from my own practical experience, must be done with the greatest of care, other wise farmers may find their crops becoming badly mixed.

Most wheat varieties tend naturally to cross with each other; whenever this occurs a veritable stream of hybrid seeds is thrown off, many of them poor in yield and poor in quality. Year after year these undesirable new strains increase, resulting eventually in severe monetary losses to the farmer.

Different varieties of wheat grown on one farm, therefore, should be kept separate from each other by a wide runway, either of clean land, or by a drill row of oats, and even then the greatest of care must be taken in seeding, harvesting and threshing, so that the different varieties do not become mixed with each other.

It is much better, however, I suggest, for a farmer to grow only one variety on a large scale, and then let the institutions do the experimental work.

Following factors have tended to raise prices—Germany bartering for 55 million bushels or 25 per cent of the total Argentine wheat surplus. Rumor that the U. S. want to barter wheat for Russian manganese—Unsettled and threatening political conditions in Europe and wheat acreage planned for this year in the U. S.

The French have a proverb: "It is the first step that counts," sometimes

rendered as "It is the first step that often leads to a march of a thousand miles along the wrong road."

The world today is in a dreadful mess. The Governments of great countries are breaking their solemn, and pledged words of honor. But these have made smaller countries, while at the same time other great powers, which had guaranteed the safety of the smaller countries, stand idly by.

It is easy to see, however, that the ever-expanding process of the breaking of solemn treaties, has progressed rapidly from one single first false step, which was the harnessing of the Treaty of Versailles and the abandonment of President Wilson's statesmanship "Fourteen Points."

Political diplomacy has completely broken down. I suggest, therefore, that we might permit the merchants of the various countries to try their hands at an economic conference, to devise ways and means simply of exchanging the surplus foodstuffs and raw materials unvalued in some countries, for the goods that other countries, which need the foodstuffs, are able to give. Ties the common weavings; some nations feel they are labouring under may be redressed.

Such economic—not political—apportionment, I believe, is the only possible way to avoid an impending and ruthless war.

IT PAYS TO ADVERTISE  
 BRING IT TO THE "STANDARD"

**Edmonton  
 SPRING  
 STOCK SHOW  
 CALGARY**

APRIL 11—15

**SINGLE FARE  
 for ROUND TRIP  
 (Minimum Fare 25c)  
 From stations in Alta.**

**APRIL 9—15**  
 Except where no train service April 9, tickets will be sold April 8.

Return Limit  
**APRIL 17, 1939**

**Canadian  
 Pacific**

**UNITY OF CANADA**  
**ALBERTA**  
 AND NOW OIL!

★ Canada's strength as a Dominion is built on the strength of her interdependent provinces. Each of them flourishes in the production of the others: each contributes to the power of the Dominion as a whole.

With over 700,000 people, producing \$300,000,000 of wealth every year from agriculture, livestock, mining, trapping, fisheries, manufacturing, exporting some 7,000,000 tons of their products; with some 60,000 miles of roads, with 100,000 registrations of cars—passenger, truck and farm equipment; entertaining some 25,000 tourists cars, and thousands of visitors that come by rail, one would say Alberta is "top".

But in addition to all these riches—these grain fields, these immense flocks and herds, these mines and plants—new word has come of the Turner Valley Oil Fields, estimated to be the largest in the British Empire.

Potential production of the field is now 18,900,000 barrels per annum. Two new refineries will be built in Calgary at a cost of \$2,250,000, and a half million dollars will be spent in additions to an existing plant. The payroll of the Turner Valley Oil Field will approximate \$500,000 per month.

The significance to Canadians is that this gift of nature is located within the Confederation of Canadian Provinces—The Dominion—and therefore is one of the assets of the Empire. Alberta is great in her own right, but as one of a united series of Provinces stretching from the Atlantic to the Pacific she enjoys the prestige and standing of the Nation itself. Ask for Facts and Figures concerning the Automotive Industries and the work they are doing in Canada, and we will send them.

The advertisement is one of a series dealing with the Province of Alberta. It appears in many daily and weekly newspapers in the Dominion.

#### BUILDING CANADIAN MOTOR CARS is a National Enterprise

The establishment of Canada's Automotive Industry has resulted in the creation of a home market of inestimable value to each and every one of the Provinces. The interchange of goods and money can be appreciated when one remembers that this industry alone spends in the Dominion every year on an average of \$1,500,000,000 which finds its way to every part of Canada. In turn, Canadians purchase Canadian-built cars, thus keeping money in Canada and helping employment. No dollar anywhere is made but is distributed gradually to the most remote part of the Dominion.

National in purpose and National in scope. When you buy a Canadian-built car, you help your own Province.

#### AUTOMOTIVE INDUSTRIES OF CANADA

1604 LUMDEN BUILDING — TORONTO, ONTARIO.

## Advertising Rates

Classified Advertising per line	35c
Three lines or less	\$1.00
Reading Notices, Coming Events	50c
Cards of Thanks, In Memoriam Notices, etc	50c
per line	50c
Display Advertising Rates on Application.	

FOR SALE—CERTIFIED FAIRWAY  
treated Vant grass seed 1000  
Inspected, Grade No. 1, 1000  
bags. Absolutely clean in its own  
bags. Price on application. 100  
Shack, Loyal, Phone 100

FOR RENT—SMALL DWELLING  
Apply T. M. Wynn, 1000

Though we travel the world over to  
find the beautiful, we must carry it  
with us or we find it not.—Chavez



## Church Notes

UNITED CHURCH OF CANADA  
Rev. V. M. Church, Minister  
Strathmore, Alberta

Miss Edith Hiltz  
Choir Leader and Organist

Palm Sunday, April 2nd, 1939  
STRATHMORE

10 a.m.—Children's song service.  
Subject: "Children's prayer."  
11 a.m.—Church service.  
Subject: "The Lord's Supper."

The Sacrament of the Lord's Supper  
will be observed at the close of the  
evening worship.

Evening services all next week  
Monday to Friday inclusive, unless  
given elsewhere in the Standard.

ST. MICHAEL'S AND ALL ANGELS  
CHURCH

Incumbent—  
Rev. Geo. W. Lang, M. A., B. A.

April 2nd, 1939—Palm Sunday  
8 a.m.—Celebration of the Holy  
Communion.

9:30 a.m.—Sunday school.  
11 a.m.—No service in Strathmore.  
12 noon—Carnival, celebration of  
the Holy Communion and offering.  
Strathmore.

7:30 p.m.—Evening and devotion.  
Services during Holy week.

Please note the evening service  
scheduled for the week, April 1st  
on Monday, Tuesday, Wednesday and  
Thursday at 8 a.m., and on Good Fri-  
day the Litany and the Holy Commu-  
nion service will be held at 8 a.m.

SACRED HEART CHURCH  
STRATHMORE

Mass every Sunday 10:30 a.m. ex-  
cepting first Sunday of the month,  
when Mass will be at 10 a.m.

CARLELAND—  
First Sunday of the Month. Mass  
at 11 a.m.

FRATERNAL  
THE CANADIAN LEGION  
No. 10, B. E. L.

President—J. B. Watson  
Sec. Treas.—W. A. Patterson  
Hall Manager—James McQuinn

Meetings held the second Tuesday  
of each month. All eligible welcome  
as members.

FOR SALE—8 HEAD OF WORK  
horses, Apply J. B. Barker, 3 M.D.  
North of Strathmore.

FOR SALE—STRONG COLONY  
Horse, young queen. Price  
\$1200. Apply Walter Cote, Carle-  
land.

FOR SALE—MINNEAPOLIS MO-  
tor, Tractors and implements. Two  
tractors and machinery, including  
24 ton McCormick Deering Double  
Disc, Power Laid, 1931, 25.36 McCor-  
mick Junior Tractor, L. A. Phillips  
Harrowed, Phone 100.

FOR SALE—2-2 FOOT Youth's Laid  
one (1931) Disc Harrow, Great  
Hawthorn Box, like new. Apply  
Minneapolis, Phone 100.

WANTED—FULLER DRUSH  
Company, 2 men with cars to start  
work at once. One for Strathmore,  
one for Carleland. One for other ter-  
ritory. Good earnings to start. Ap-  
ply Standard Office, Strathmore, or  
North Dakota, 108 Herald Building,  
Regina, Alberta.

FOUND—CAR CHAIN, 2 Miles South  
and 1 mile West of Strathmore. Ap-  
ply Standard Office.

HIRTLE'S  
THEATRE

FRIDAY AND SATURDAY

MEN WITH WINGS  
MARCH 31, APRIL 1

WEDNESDAY, APRIL 5th  
PACIFIC LINER

Don't Forget Quiz Contest—

FRIDAY AND SATURDAY

APRIL 7th and 8th  
OLD WIND FOLLIES

MR. CHARLIE MCCARTHY

NEWS & COMEDY

Printed News Not Printed in This is  
not to be Published Next Week

SWEET  
CAPORAL

1000  
1000  
1000

PHONE M4170—  
JAMES MORRIS  
FLORIST and SEEDMAN

Get Flowers For All Occasions  
Wedding Bouquets, Floral Designs,  
Succulents, Bulbs, House Plants, Etc.  
331A 8th Ave. West, CALGARY

HUB

BILLIARD ROOM  
BOWLING ALLEY  
STRATHMORE

Tobacco and All  
Smokers' Necessaries.

R. HAINBLY, Prop.

YOUR PHOTOGRAPH—  
You Will Get the Best At—  
—LANE'S STUDIO—  
EXPERT PORTRAIT  
PHOTOGRAPHERS

131A Eighth Avenue West  
CALGARY, ALBERTA

## Risdon's Machine

RESIDENCE  
PHONE 2783

WORKS

BUSINESS  
PHONE 2782

GENERAL MACHINISTS AND WELDERS

ELECTRIC AND ACETYLENE WELDING

—CYLINDER REBOILING—

ALL WORK GUARANTEED

EARLY SPRING  
TRAVEL  
BARGAINS  
TO  
PACIFIC  
COAST

MAR. 31 to APR. 8

to all stations Golden, Nelson  
and West, including  
VANCOUVER - VICTORIA  
NANAIHO

CHOICE OF TRAVEL  
in COACHES or in TOURIST  
or STANDARD SLEEPER

Fares slightly higher for Tourist  
or Standard Sleepers in addition  
to usual berth charges.

RETURN LIMIT 30 DAYS  
in addition to date of sale

STOP-OVERS ALLOWED  
at stations Calgary, Nelson and  
West

For Fares, Train Service, etc.  
Apply Ticket Agent

CANADIAN PACIFIC

There have been more surprises  
and upsets than ever on the bowling  
toys this week as trundlers continue  
to trouble. Mrs. Brown nabbed  
high this week with 566 and raised  
her average to 150.5 Mrs. Kitch must  
needs look to her average if she's to  
hold that one point lead. Carl Soren-  
sen ran off with money high at 415,  
but his total is way down. The three  
high ladies are just one point each  
apart. This bids fair to develop yet.  
Martin and Gordon are still in that or-  
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since last week, but Sperry is a good  
deal closer. He can climb yet. Martin's  
position is safer, fewer games to play  
and a small lead. Gordon beat Martin  
out in the team standing, to sit in top,  
and Van Tighen also swung in out of  
the blue two games over Martin, and  
one below Gordon. Maybe he'll make

TOWN OF STRATHMORE

Dog Taxes are now due and should  
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avoid penalties.

By Order—Town Council.

CHASE FUNERAL  
HOME

(MOTOR EQUIPMENT)  
PHONE 78—STRATHMORE  
PHONE M300—CALGARY

Annual Spring trips to Vancouver  
will be made shortly, and we in-  
vite you to stay at Hotel Grosvenor  
while in Vancouver in order that  
you may more fully enjoy your  
visit, save time in your shop-  
ping or business call, and have  
more time left for the beauty of  
Coast scenery. Hotel Grosvenor  
offers you a quiet, modern room,  
excellent meals, and all the facil-  
ities you wish.

HOTEL  
GROSVENOR

THE HOTEL OF THE  
FRIENDLY HEART

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FOR—Paperhanging  
Kalsomining, Painting  
Interior and Exterior

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Strathmore—Alberta

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**730 KC**  
COMING  
**FIBBER MCGEE**  
STARTS  
NEXT TUESDAY

THE SPORTS  
LEDGER

BOWLING

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SPECIAL  
LOW  
RAILWAY  
FARES  
For  
EASTER

Good Going  
APRIL 6 to 2 P.M.

Good to Return Until  
APRIL 10, 1939

For Safety, Comfort,  
Economy  
Travel

Canadian Pacific

On Saturday night the last wrestling  
match for this season will be staged  
in the Memorial Hall. A good card has  
been arranged and a real show is ex-  
pected for those who attend. Nick  
Harris, well liked by local fans and a  
real corner is up against King Kong  
Clayton, light heavyweight title claim-  
ant. In the second event Billy Bitts  
will have a real opponent in Mushy  
Cathlamet, Mushy, who looks like a  
gorilla and acts more like one, is the  
don't give a d—t type who really  
pays after his man. Mike Hillman  
will enter the special event against  
many Doyle instead of Chuck Kitch-  
en, as announced, and will turn all his  
mat experience on for the fans. Those  
interested in hockey games will hear  
the scores from the ring side.

OLD DUST

Mistress—Just look at the dust on  
this piano, Mary. It's at least six  
weeks old!

Calm Mary—Then it ain't nothing  
to do with me, mum. I've only been  
here four weeks.

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Province of Alberta  
Department of Agriculture

## PROTECT YOUR HORSES

EQUINE ENCEPHALOMYELITIS  
(SLEEPING SICKNESS IN HORSES)

Experts agree that the outbreak of this disease  
is likely to reach its peak in Alberta this summer.

## VACCINATION

is the only recommended preventive treatment.